

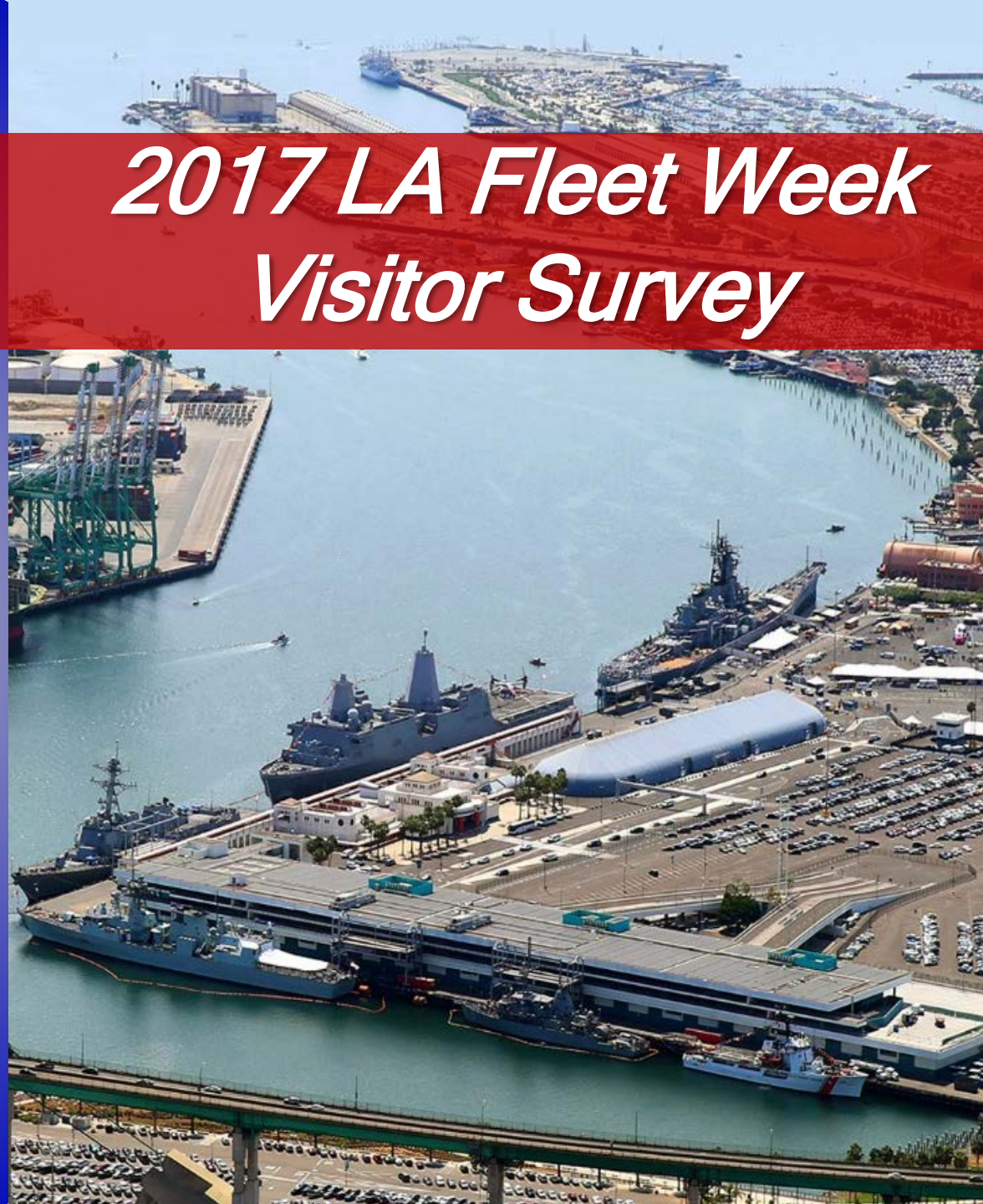


2017 LA Fleet Week Visitor Survey

A collection of data by the
Port of Los Angeles and the
LA Fleet
Week Foundation

September 1-4, 2017

THE PORT
OF LOS ANGELES 





2017 LA Fleet Week Visitor Survey Background

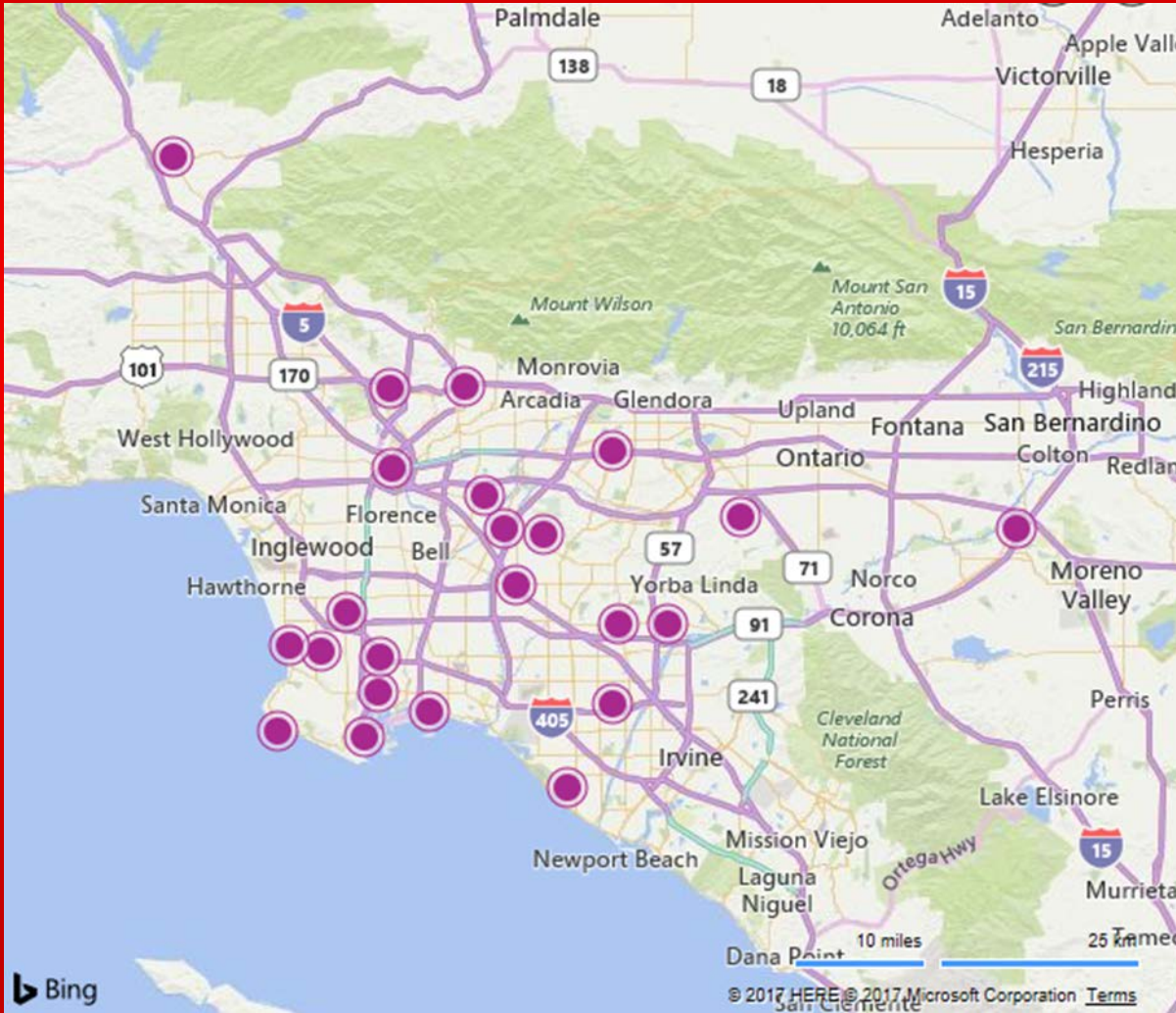


Over the span of four days, the Port of Los Angeles (POLA) collected a total of 313 onsite surveys. POLA survey data will be shown with red background.

In September, the LA Fleet Week Foundation collected a total of 356 offsite post event surveys from visitors via email and/or online app. LAFW Foundation survey data will be shown with blue background.

The 24 most popular cities captured by the POLA survey

2017 LA Fleet Week Visitor Survey Results, Survey & Data (POLA)



Top 24 Cities

1. San Pedro
2. Los Angeles
3. Torrance
4. Rancho Palos Verdes
5. Long Beach
6. Whittier
7. Riverside
8. Carson
9. Wilmington
10. Redondo Beach
11. Glendale
12. Garden Grove
13. Fullerton
14. Huntington Beach
15. Placentia
16. Norwalk
17. Gardena
18. Chino Hills
19. West Covina
20. Valencia
21. Pico Rivera
22. Pasadena
23. Montebello
24. Covina

The 5 most popular cities And zip codes captured by the LAFWF survey



2017 LA Fleet Week Visitor Survey Results, Survey & Data (LAFWF)



Top Cities Codes Represented

1. Los Angeles (125)
2. Long Beach (23)
3. Huntington Beach (11)
4. Rancho Palos Verdes (10)
5. Lakewood (7)

Top Zip Codes Represented

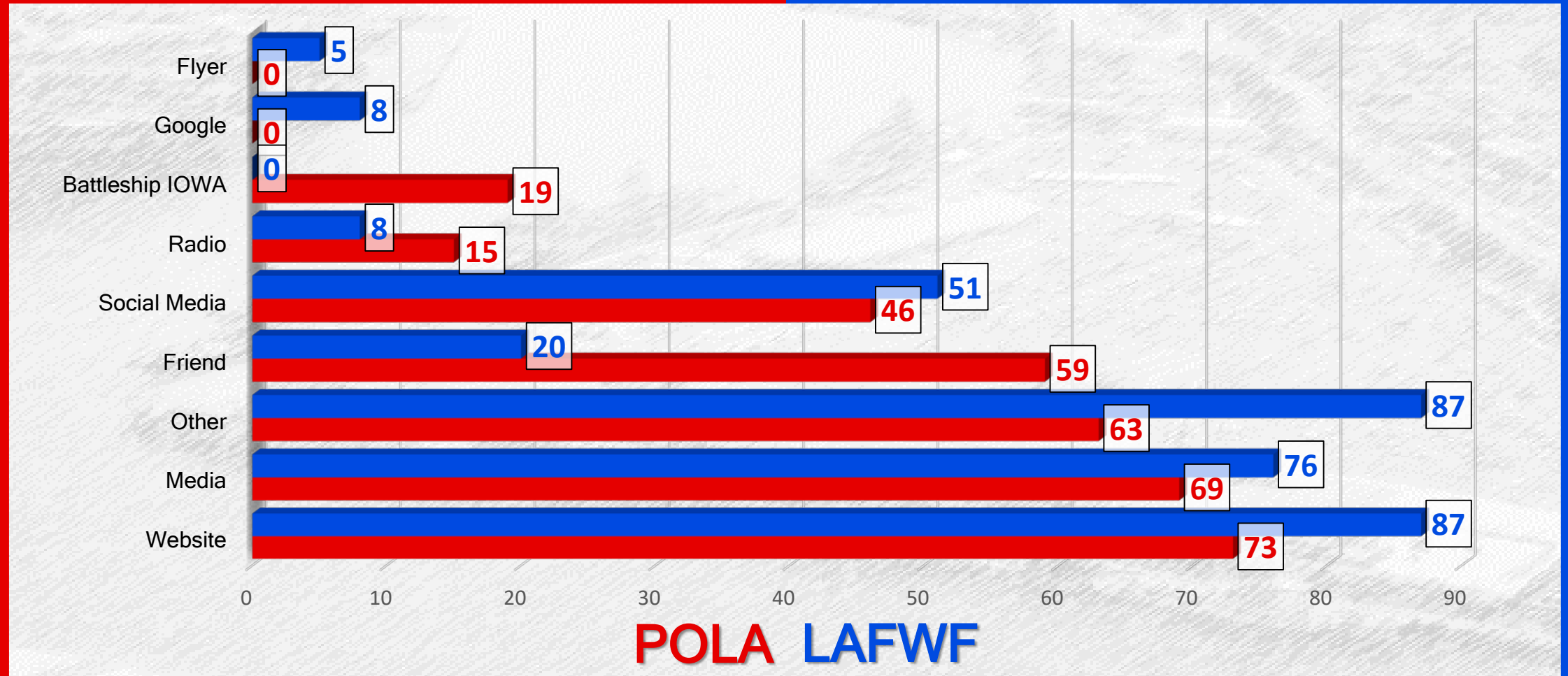
1. 90731 (43)
2. 90732 (17)
3. 90275 (10)
4. 90505 (7)
5. 90808 (6)



2017 LA Fleet Week Visitor Survey Results, Survey & Data



How did you hear about LA Fleet Week?

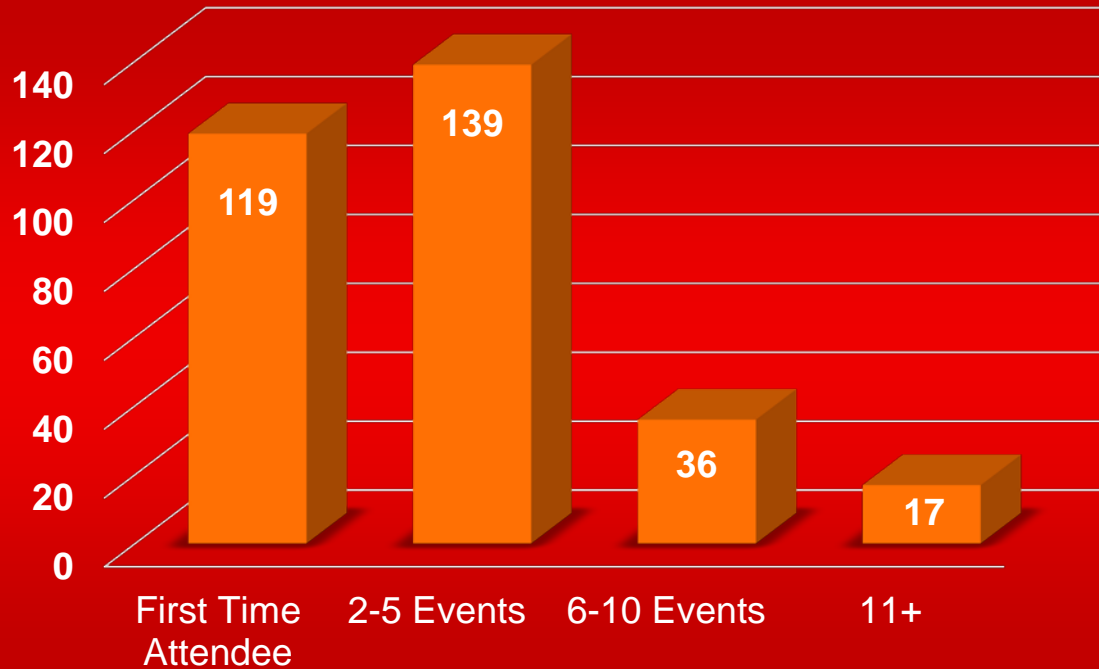




2017 LA Fleet Week Visitor Survey Results, Survey & Data *Attendance*

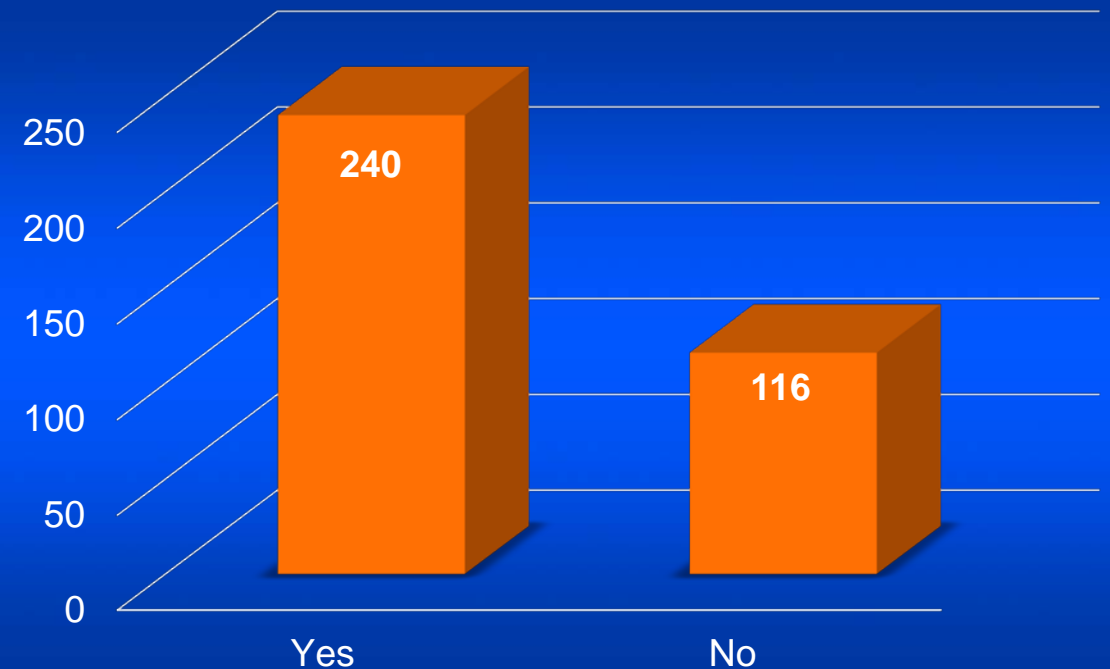


How many LA Waterfront events have you attended at the Port of LA?



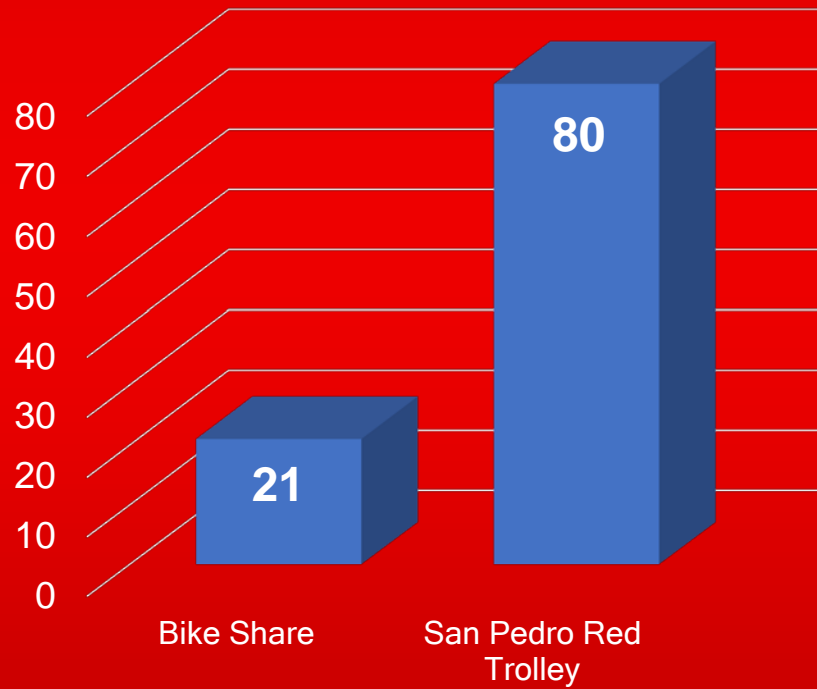
According to the POLA survey, this year's LA Fleet Week event brought 119 visitors, more than 1/3 of those surveyed, to the Port of LA for the very first time.

Did you attend the 2016 LA Fleet Week last year?



According to the LAFWF survey, 67% of those surveyed had attended last year's inaugural LA Fleet Week.

When visiting the LA Waterfront did you use alternative transportation such as bike share or the San Pedro Red Trolley?



2017 LA Fleet Week Visitor Survey Results, Survey & Data (POLA)



While the response to this question was low, the Bike Share program is relatively new to the City, any use of it is indicative of its potential for future growth.



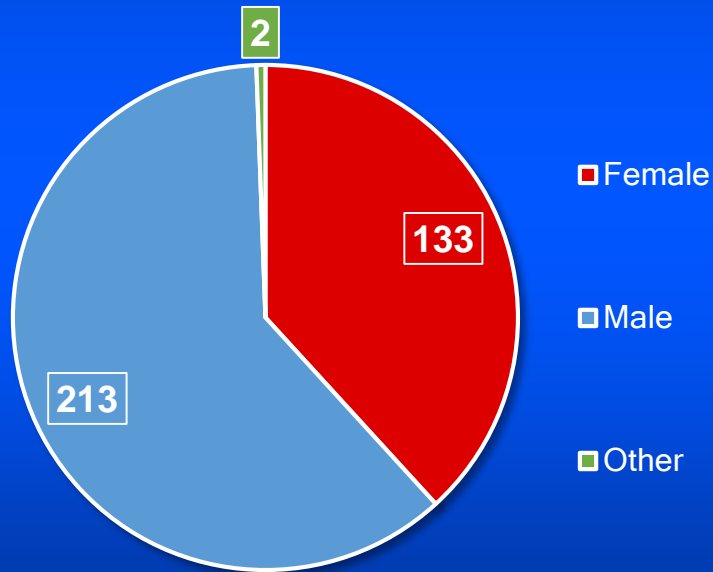


2017 LA Fleet Week Visitor Survey Results, Survey & Data (LAFWF)

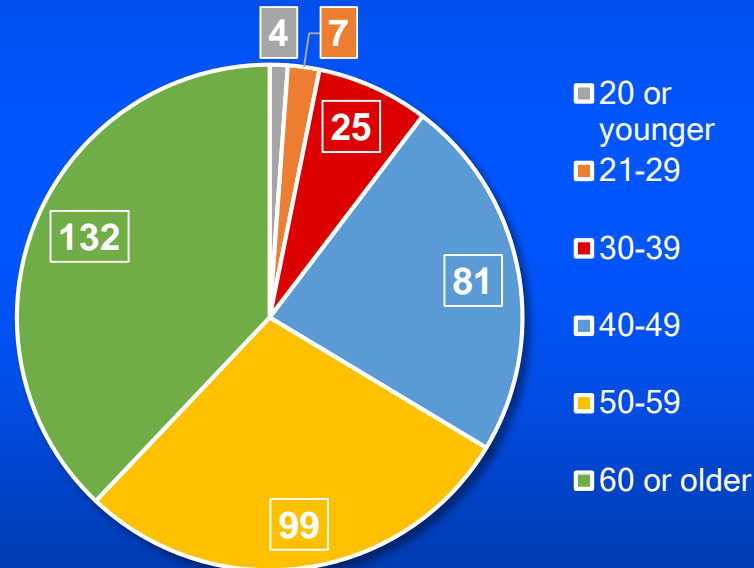


Demographics

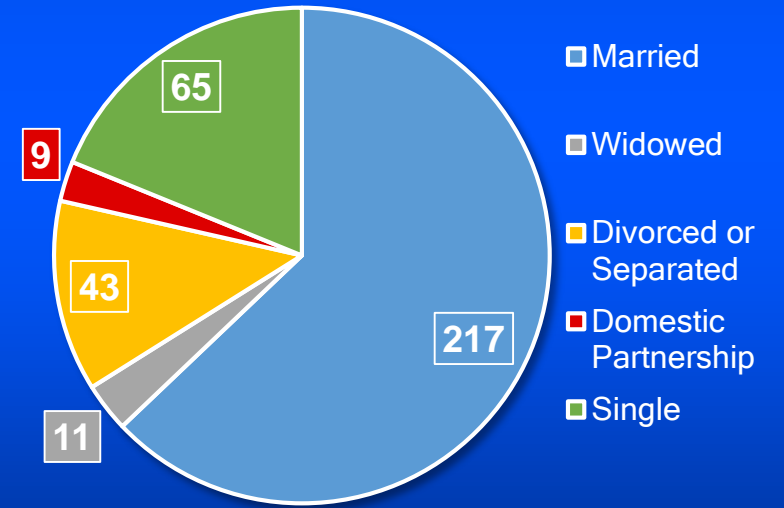
Gender



Age Range



Relationship Status



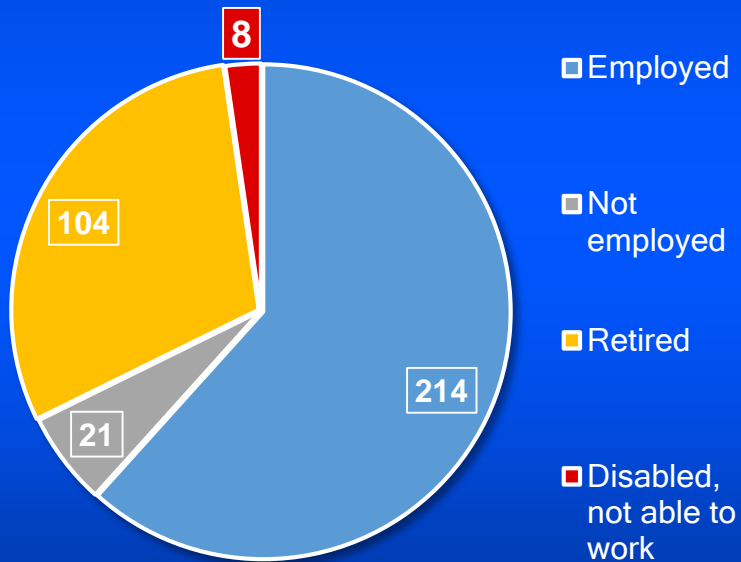


2017 LA Fleet Week Visitor Survey Results, Survey & Data (LAFWF)

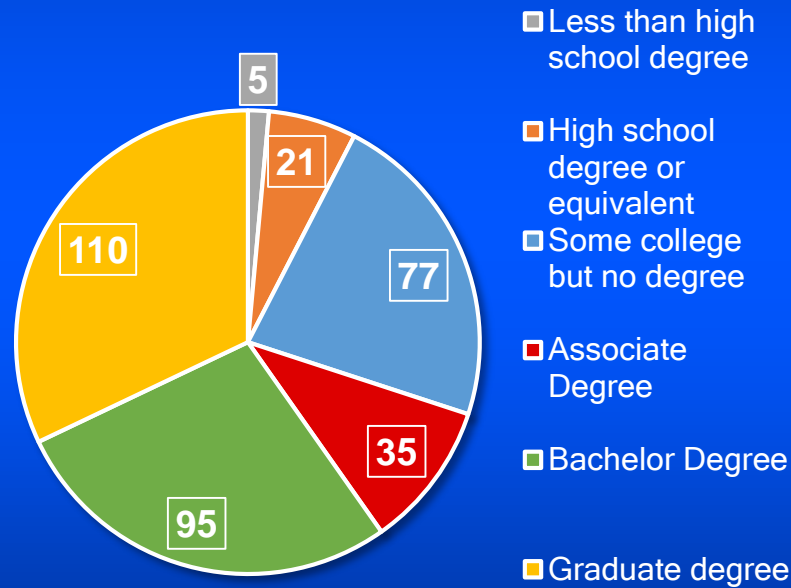


Demographics

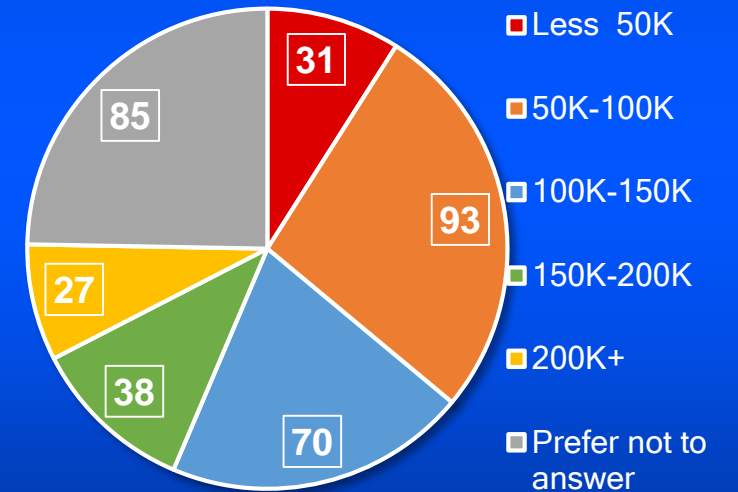
Employment Status



Highest Level of Education



Combined Annual Household Income

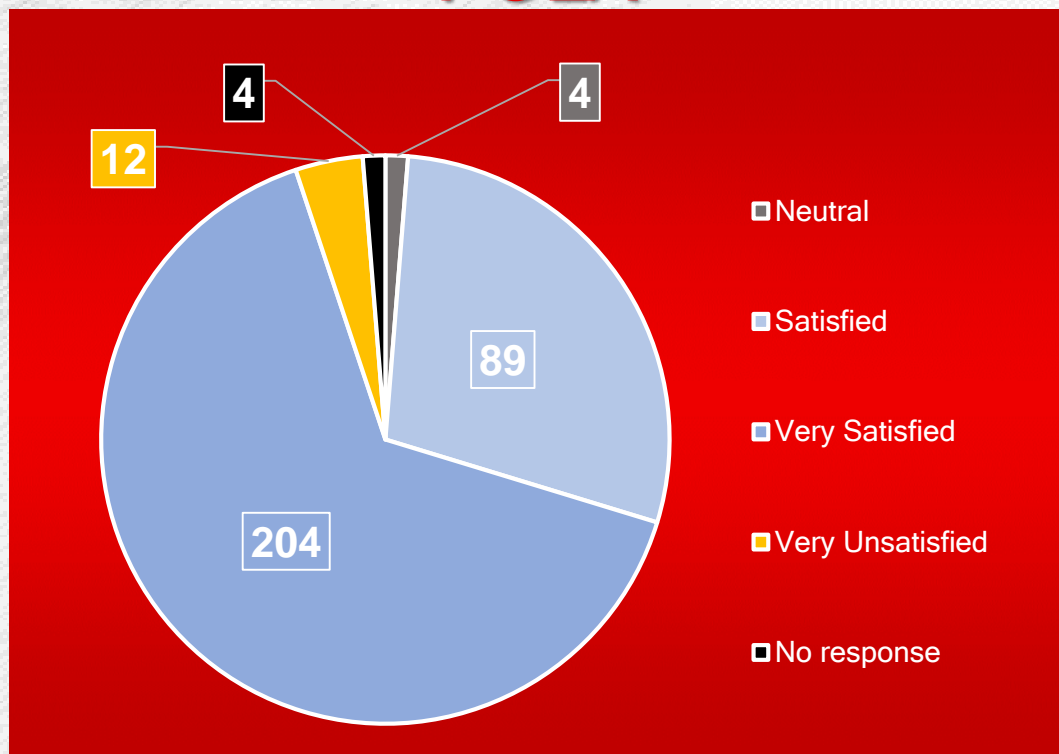


2017 LA Fleet Week Visitor Survey Results, Survey & Data



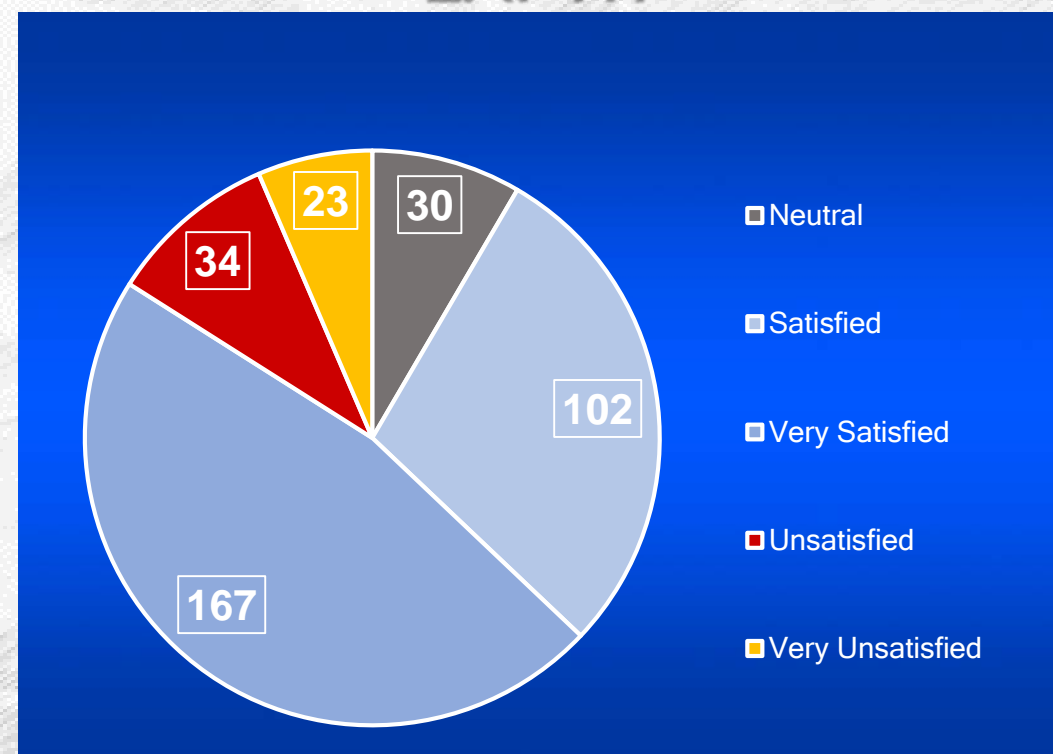
How did you feel about your experience?

POLA



An overwhelming amount of those surveyed by the POLA rated their experience as positive with 95% stated they were either "Satisfied" or "Very Satisfied" with the event.

LAFWF



The LAFWF's overall satisfaction rating was 76%, receiving notable more "neutral" and "unsatisfied" responses.

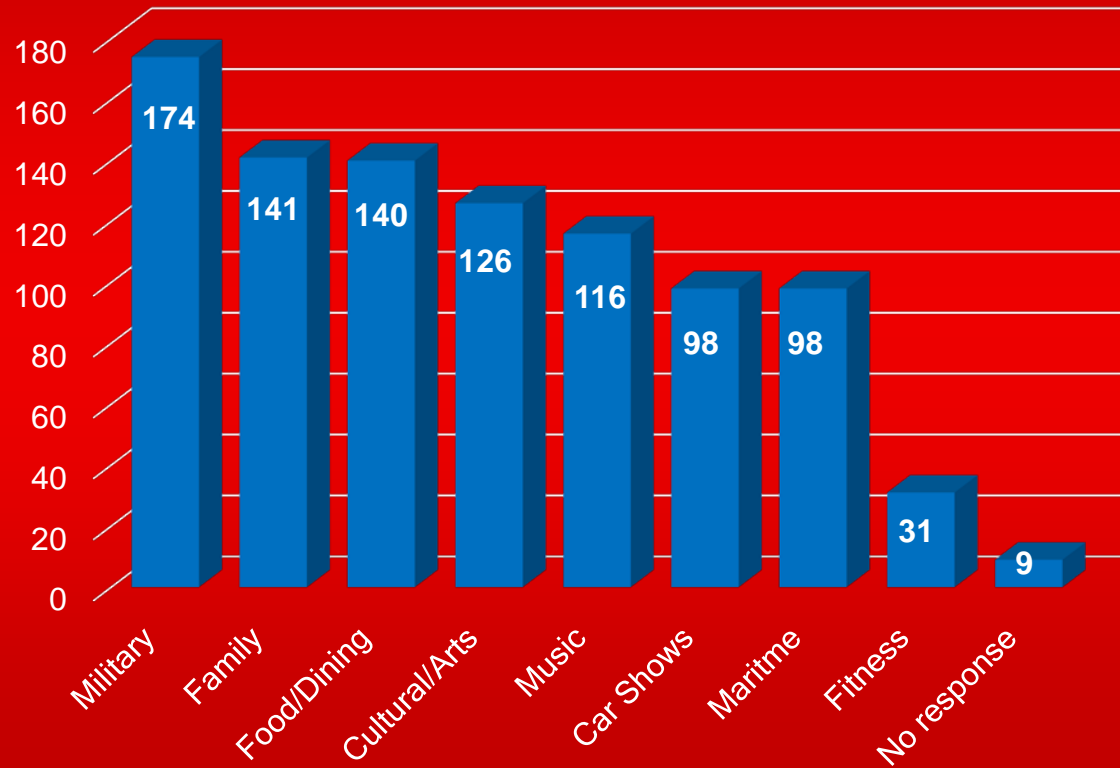


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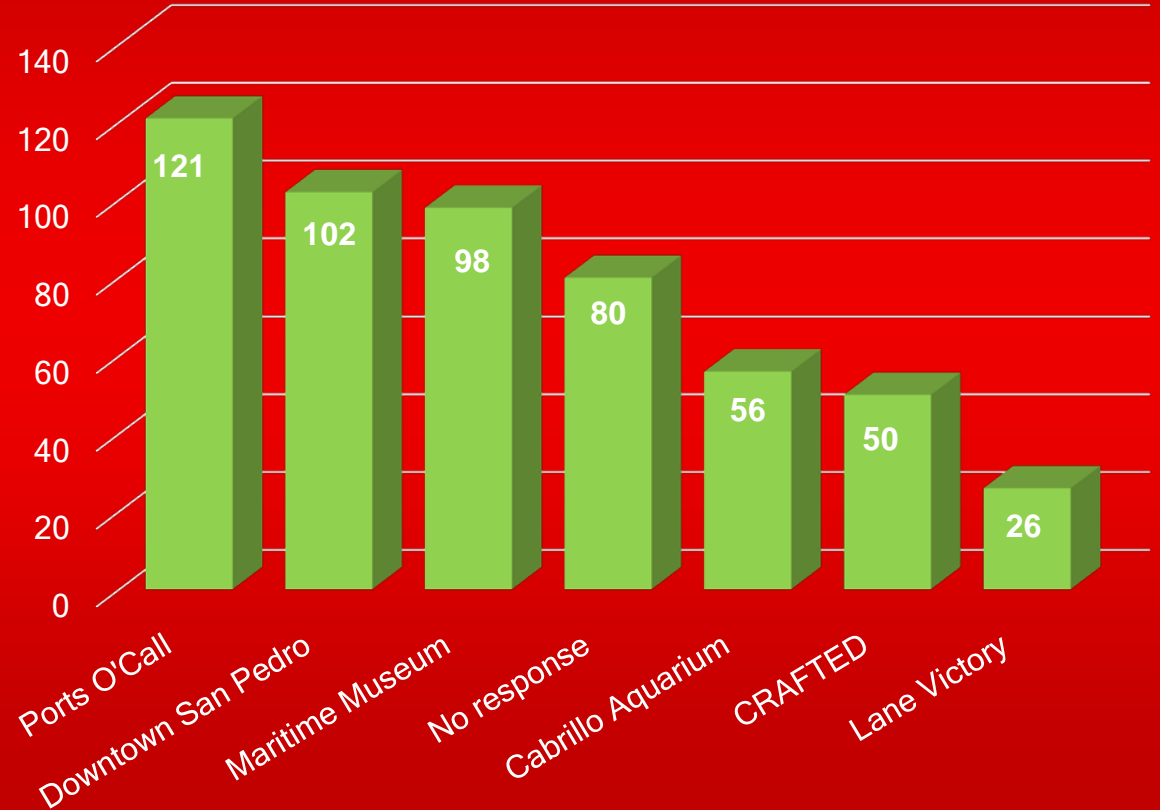


Visitation

What type of events do you like to attend?



Did you visit any other attractions while you visited the LA Waterfront?



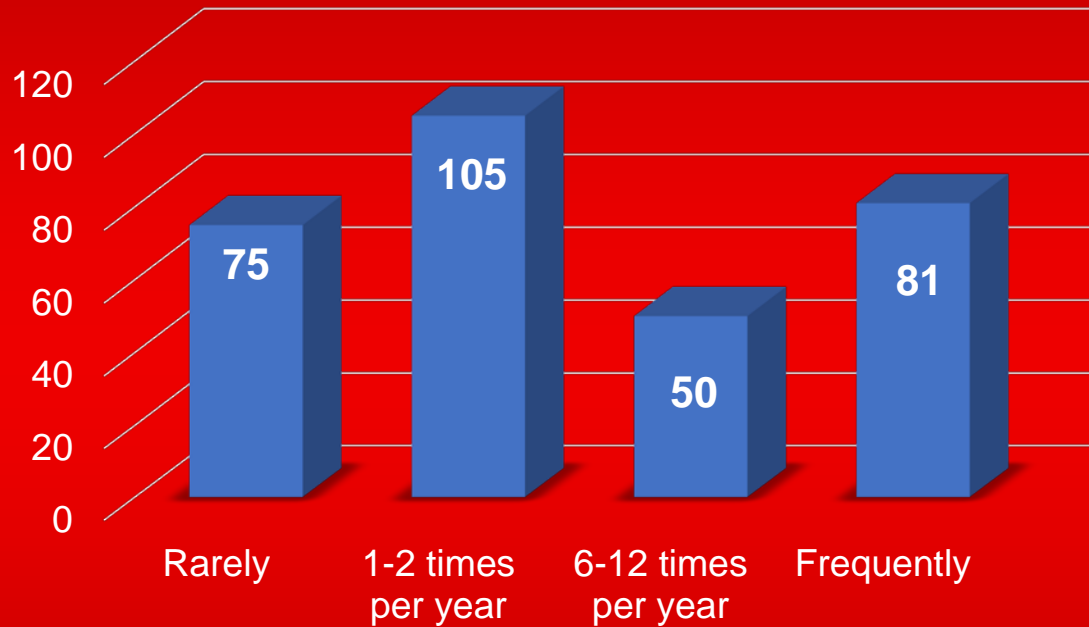


2017 LA Fleet Week Visitor Survey Results, Survey & Data (POLA)



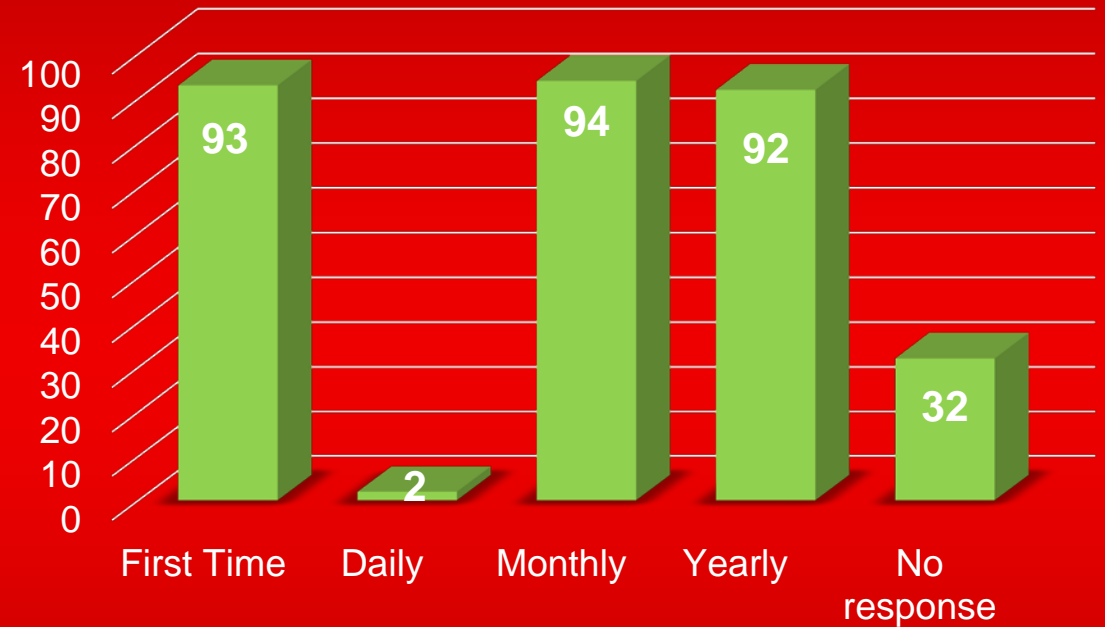
Visitation

How often do you visit the San Pedro/Wilmington area?



More than half (57%) of those surveyed stated they visit the San Pedro/Wilmington area less than twice a year.

How often do you visit the LA Waterfront®?



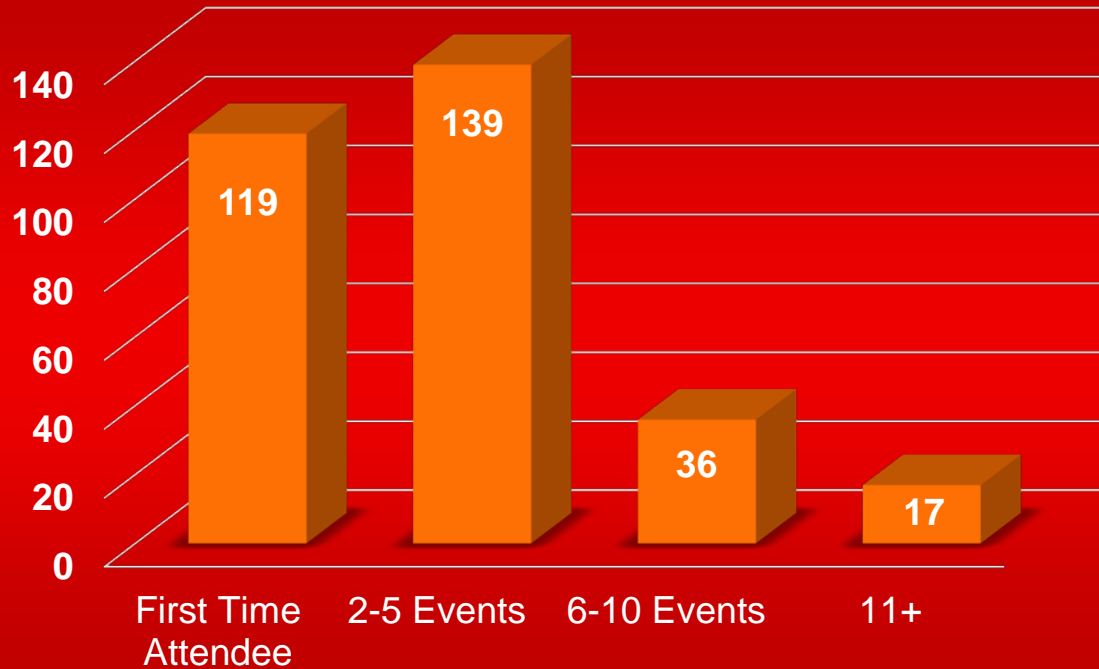
The LA Fleet Week event is successfully attracting people who don't frequently visit the LA Waterfront®.



2017 LA Fleet Week Visitor Survey Results, Survey & Data Attendance

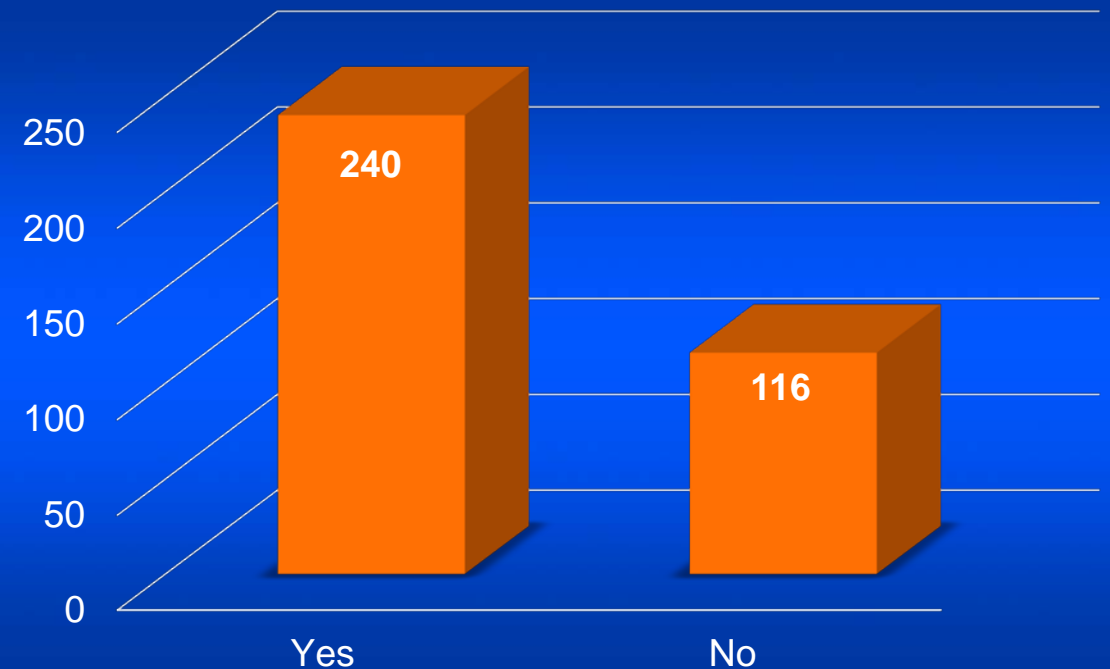


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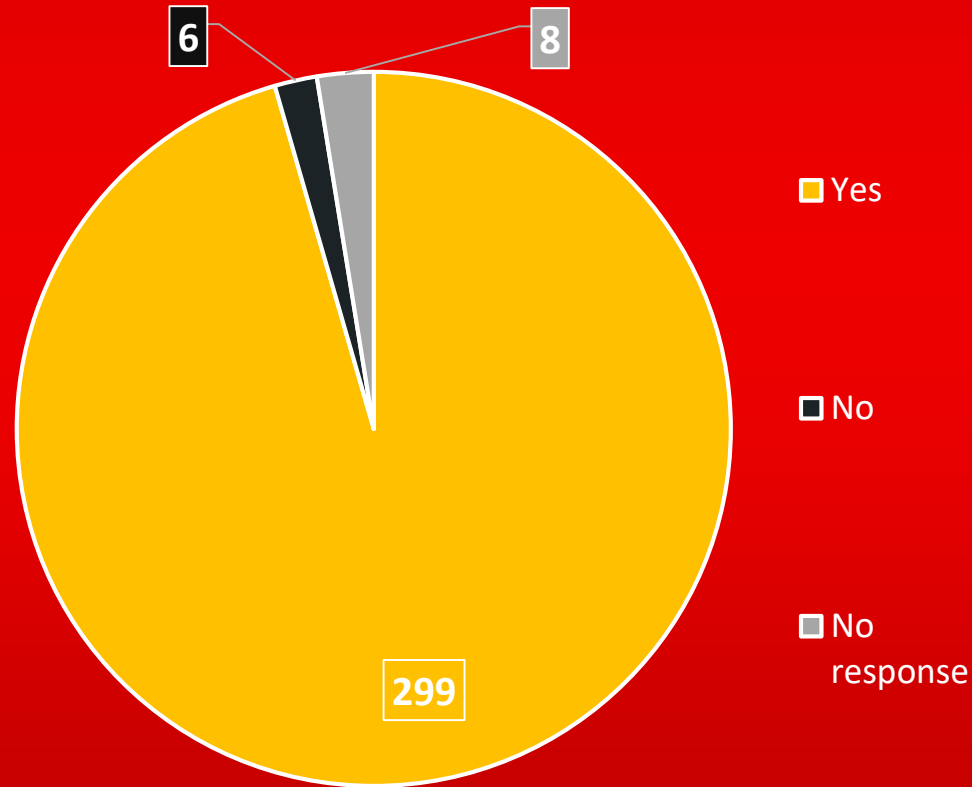
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Did you attend the 2016 LA Fleet Week last year?



According to the LAFWF survey, 67% of those surveyed had attended last year's inaugural LA Fleet Week.

Would you recommend LA Waterfront as a visitor destination?



2017 LA Fleet Week Visitor Survey Results, Survey & Data (POLA)



With only eight surveys yielding no response regarding this question, the 299 that said “yes, they would recommend the LA Waterfront as a visitor destination,” represents 98% of those surveyed.